



Sanford Tourism Development Authority
November 27, 2018, at 10:00 AM, West End Conference Room
225 East Weatherspoon Street, Sanford NC 27330

AGENDA

1. **MEETING CALLED TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **CONSENT AGENDA**
Approval of March 27, 2018, Meeting Minutes (Pages 2-4)
5. **CASES FOR PUBLIC HEARINGS**
6. **REGULAR AGENDA**
 - A. Summary of Financial Statement (Page 5)
 - B. MSA Update and Discussion on Logo
 - C. Discussion of CCCC Video Partnership
 - D. Discussion of Local Event Promotion
 - E. Funding Requests – Applications/Procedures
 - F. Other Business
7. **ADJOURNMENT**

**MINUTES OF MEETING OF THE
SANFORD TOURISM DEVELOPMENT AUTHORITY
SANFORD, NORTH CAROLINA**

Members of the Sanford Tourism Development Authority (“TDA”) met on Tuesday, October 23, 2018, at 10:00 a.m. in the West End Conference Room at the Sanford Municipal Center, located at 225 E. Weatherspoon Street, Sanford, North Carolina. The following people were present:

Chairman Steve Brewer
Steve Malloy
Jeff Towson
Financial Services Director Beth Kelly
Deputy City Clerk Vicki Cannady

Kevin Brown
P.J. Patel
DSI Executive Director Jennifer St. Clair
Management Analyst Holly Marosites

Absent:

David Foster
Steve Trivedi
City Manager Hal Hegwer
City Clerk Bonnie Davis

CALL TO ORDER

Chairman Steve Brewer called the meeting to order.

PUBLIC COMMENT

No citizens signed up to speak.

APPROVAL OF AGENDA

Steve Malloy made a motion to approve the agenda; seconded by Janet Harrington, the motion carried unanimously.

CONSENT AGENDA

Approval of Meeting Minutes dated September 25, 2018

Kevin Brown made a motion to approve the agenda; seconded by Steve Malloy, the motion carried unanimously.

CASES FOR PUBLIC HEARING

There were no cases for public hearing.

REGULAR AGENDA

Summary of Financial Statement (Exhibit A)

Financial Services Director Beth Kelly reviewed the financial statement showing \$218,811.61 total revenue received to date and expenditures of \$12,565.75, for a current balance of \$206,245.86. October expenditures include \$180 for the TRAC event box lunches and a

partial payment of \$1,835.60 for audit fees. She explained that July and August receipts are included in the fourth quarter of the prior fiscal year since they relate back to June receipts.

MSA Update and Discussion (Exhibits B, C and D)

Jennifer St. Clair, Executive Director for Downtown Sanford, Inc., and liaison between the TDA and MSA, presented several items from MSA:

- The “partner newsletter” (attached as Exhibit B) that will be sent to parties in the hospitality and tourism industries was reviewed. Ms. St. Clair requested feedback, stressed the importance of sharing the newsletter, and noted that the Chamber also sent information to members connected to the hospitality industry.
- The first draft of a foldable accordion-style map showing areas of interest and advertisements (attached as Exhibit C) was presented by Ms. St. Clair. She explained that the preliminary plan is to reprint the map quarterly and noted that it was designed with the end-user in mind; it is not meant to serve as a direction map. MSA staff selected the locations shown because they are seen as supporting the pillars and themes identified as destinations for Sanford and Lee County. Suggestions included rotating the larger listings and treating them as advertisements. Mr. Brewer suggested using print costs as the basis for sponsorships charges. Mr. Brown suggested that rules be established for rotating listings and added that some items (such as Depot Park) always be included. Mr. Brewer agreed that the Depot, Temple Theatre and non-profits be included for no charge. Mr. Patel suggested limiting the number for each category, rotating them and treating them as quarterly advertisements. Ms. St. Clair confirmed that she would obtain distribution details from MSA. Mr. Brewer suggested they be placed at the Temple Theatre, hotels, restaurants and other places where they can be easily accessed by people looking for these types of business. Mr. Brown questioned how to handle requests to be included in the small print. Mr. Brewer suggested that it be based on what people look for most often, since the goal is to increase tourism. Ms. St. Clair suggested the board ask MSA to set standards, subject to board approval, and also asking DSI to help determine what brings people downtown. Mr. Brown suggested tiered pricing and Mr. Malloy suggested a digital map with “pop up” information. Ms. St. Clair reminded everyone that the board’s role is to establish the map and encouraged everyone to offer suggestions for landmark destinations.
- MSA has requested the board narrow down the logo choices since they can’t move forward with design and creative work without a logo and color scheme. Ms. St. Clair reviewed the two that were most popular at the last meeting and showed how they would appear on merchandise and board members commented on each.

Steve Malloy made a motion to select one of the two TDA logo shown on the attached Exhibit D, based on votes emailed email to Jennifer St. Clair before 5:00 p.m. on Friday, October 26, 2018. Seconded by Kevin Brown, the motion carried unanimously.

TRAC Update and Discussion

Steve Malloy stated that he attended the recent TRAC event held at the Civic Center and noted that attendance was likely affected by bad weather. Mr. Brewer encouraged everyone to think about events and festivals to draw people to our area. He sent emails on a checker tournament which could draw between 200 and 400 people over a weekend and noted that many of his customers have told him that they have had to stay in Apex or other surrounding areas during the week due to a lack of hotel rooms here. Mr. Patel (a hotelier) explained that he is renting about 60 rooms daily and about 26 are currently being completely renovated. He stated that a feasibility study had been done a couple of years back showing the demand was not quite high enough: the occupancy rate must be in the 75 to 80 percent range. Mr. Malloy advised that Adcock and Associates is considering sponsoring a chocolate festival next year and Mr. Patel commented on the popularity of microbreweries. Mr. Towson suggested we promote mountain bike trails at San-Lee Park and Mr. Brewer mentioned the kayaking business at the Deep River.

Funding Requests – Applications/Procedures

Jennifer St. Clair informed the board that she had reached out to Maurice Lampley, who submitted a funding request last month for a lacrosse tournament, about items omitted on his application. He told her that he was considering changing the date to the end of June to avoid competing with high school lacrosse tournaments, and she asked him to resubmit his application when all information was finalized.

Other Business

Kevin Brown requested updated contact information for all board members. Chairman Brewer noted that the regularly scheduled meeting for December would fall on Christmas Day and he requested that it be moved tentatively to December 18: if no meeting is needed, it can be cancelled or rescheduled.

ADJOURNMENT

Kevin Brown made a motion to adjourn the meeting; seconded by Steve Malloy, the motion carried unanimously.

ALL EXHIBITS CONTAINED HEREIN ARE HEREBY INCORPORATED BY REFERENCE AND MADE A PART OF THESE MINUTES.

Steve Brewer, Chairman

Attest:

Vicki R. Cannady, Deputy City Clerk

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF REVENUES

11/30/2018

REVENUE SOURCE	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED	RECEIVED
	THIRD QTR.	FOURTH QTR.	FIRST QTR.	OCTOBER	NOVEMBER	DECEMBER	SECOND QTR.	TO DATE 11/30/2018
Room Occupancy Tax	59,831.38	114,319.11	22,922.50	21,171.39	25,328.14		46,499.53	243,572.52
Room Occupancy Tax Penalties	427.19	97.68	0.00	42.36			42.36	567.23
	0.00	0.00	0.00				0.00	0.00
			0.00				0.00	0.00
TOTAL TDA REVENUE	60,258.57	114,416.79	22,922.50	21,213.75	25,328.14	0.00	46,541.89	244,139.75

SANFORD TOURISM DEVELOPMENT AUTHORITY (TDA) SUMMARY OF EXPENDITURES

11/30/2018

OBJECT OF EXPENDITURE	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED	EXPENDED
	THIRD QTR.	FOURTH QTR.	FIRST QTR.	OCTOBER	NOVEMBER	DECEMBER	SECOND QTR.	TO DATE 11/30/2018
Advertising	0.00	68.75	0.00				0.00	68.75
Contractual Services - DSI			3,000.00		2,000.00		2,000.00	5,000.00
Contribution - NCLM			583.00				0.00	583.00
Insurance	745.89	0.00	1,125.00				0.00	1,870.89
Legal Services (Neil Yarborough)	1,673.51	455.00	0.00				0.00	2,128.51
NC Trac				180.00			180.00	180.00
Professional Services - Audit			1,144.00	1,835.60			1,835.60	2,979.60
QuickBooks Subscription			555.00				0.00	555.00
Reimbursement - Website			1,200.00					1,200.00
			0.00				0.00	0.00
TOTAL TDA EXPENDITURES	2,419.40	523.75	7,607.00	2,015.60	2,000.00	0.00	4,015.60	14,565.75

REVENUES LESS EXPENDITURES	57,839.17	113,893.04	15,315.50				42,526.29	229,574.00
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ACCRUALS								
CASH BALANCE				206,245.86	229,574.00			